**Business Etiquette Film--Customs of the Culture**

The success of our overseas enterprise rests on our ability to conduct our business in a culturally appropriate ways. To rephrase a famous quote, “We’re not in Allison Park anymore!” Thus, it is imperative that you learn how to appropriately greet, speak with, and take leave of our customers in ways that are culturally meaningful to them.

For example, here in Hampton, if you kissed a friend of the opposite sex on the cheek as a greeting, you may get some strange looks or maybe a slap on the face. This practice, however, is completely normal in Latin America, and refusal to comply with that practice could be seen as rude.

Therefore, I want you to take some time to research the interpersonal customs of the culture where you will work. Also, it’s important that you practice this situation with one of your colleagues who will be working with you in that culture. Frau and Profe will be checking how much you’ve learned and reporting that to me!

*MH*

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1. Based on your research, how would you greet a new customer in your country?

In Russia, you would greet a person with a very firm handshake while having eye contact the whole time.

2. Is there any difference between how you greet a man and how you greet a woman?

For a woman, you may still give them a handshake but less firm.

3. How would you greet someone that you have known for a long time? (This may or may not be different than #1.)

You would pat someone on the back and give them a hug.

4. Are there any tips for how to successfully conduct a conversation in your culture?

For conversations you should be patient, have papers in English and Russian, and do not use high pressure sale-tactics.

5. Is there anything specifically that you must avoid to keep from offending your hosts?

Do not be late, never put your arms or elbows on the dinner table, and do not begin your dinner until the host invites you to start.

6. How would you take leave of (say goodbye to) your customer?

You would say goodbye and shake hands.

**NOW**… Create a brief (no more than 2 minutes) movie that functions as a “How To/What Not To Do” training video (demonstrate by explanation and action) for working in the culture. **Worth: 24 points. It must include:**

* How to greet someone in your culture
* How to say hello in your language
* How to ask about someone’s health in your language
* Provide tips for successfully conducting a conversation in your culture
* Highlight anything that you should NOT do to keep from causing offense
* How to conclude your conversation in both language and gesture

**Rubric**

1. **Skit demonstrates how to appropriately greet and take leave of your customer in both language and gesture.**

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**Comments:**

1. **Skit demonstrates how to ask about someone’s health and tips for conducting a good conversation in the culture.**

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**Comments:**

1. **Skit highlights important ways to conduct oneself to keep from offending your hosts.**

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**Comments:**

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**Comments:**